

| | | | |
|---------------------------------|--|-------------------------------|------------------------------|
| <i>SERFF Tracking Number:</i> | <i>UHLC-127821159</i> | <i>State:</i> | <i>Arkansas</i> |
| <i>Filing Company:</i> | <i>UnitedHealthcare Insurance Company</i> | <i>State Tracking Number:</i> | <i>50258</i> |
| <i>Company Tracking Number:</i> | <i>WB25345ST</i> | | |
| <i>TOI:</i> | <i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i> | | <i>MS08G.001 Plan A 2010</i> |
| | <i>Plans 2010</i> | | |
| <i>Product Name:</i> | <i>GROUP MEDICARE SUPPLEMENT PLANS</i> | | |
| <i>Project Name/Number:</i> | <i>WEB ADVERTISING/WB25345ST</i> | | |

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT PLANS SERFF Tr Num: UHLC-127821159 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 50258

Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: WB25345ST State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick, Bobbie Walton

Date Submitted: 11/14/2011 Disposition Date: 11/17/2011

Implementation Date Requested: On Approval

State Filing Description:

Disposition Status: Filed-Closed
Implementation Date:

General Information

Project Name: WEB ADVERTISING

Project Number: WB25345ST

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Group Market Type: Association

Filing Status Changed: 11/17/2011

State Status Changed: 11/17/2011

Created By: Tammy Frederick

Corresponding Filing Tracking Number: WB25345ST

Filing Description:

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is new and does not replace any previously submitted advertisement. The material included within this filing is an Invitation to Inquire.

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Overall Rate Impact:

Deemer Date:

Submitted By: Bobbie Walton

Please note - When the consumer clicks on the banner it will bring them to the eBRC-WB25351ST, which is also attached for your review and approval. After filling out the eBRC, the user will be directed to the new eBRC Thank You

SERFF Tracking Number: UHLC-127821159 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50258
 Company Tracking Number: WB25345ST
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT PLANS
 Project Name/Number: WEB ADVERTISING/WB25345ST

page which is also attached for your review and approval – WB25353ST.

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
 680 Blair Mill Rd. 215-902-8444 [Phone]
 Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut
 185 Asylum Street Group Code: 707 Company Type: Life and Health
 Hartford, CT 06103 Group Name: State ID Number:
 (860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes
 Fee Amount: \$400.00
 Retaliatory? No
 Fee Explanation: \$50 X 8 = \$400
 Per Company: No

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|------------------------------------|----------|----------------|---------------|
| UnitedHealthcare Insurance Company | \$400.00 | 11/14/2011 | 53718769 |

SERFF Tracking Number: UHLC-127821159 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50258
Company Tracking Number: WB25345ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT PLANS
Project Name/Number: WEB ADVERTISING/WB25345ST

Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|--------------|------------------|------------|----------------|
| Filed-Closed | Stephanie Fowler | 11/17/2011 | 11/17/2011 |

SERFF Tracking Number: UHLC-127821159 *State:* Arkansas
Filing Company: UnitedHealthcare Insurance Company *State Tracking Number:* 50258
Company Tracking Number: WB25345ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT PLANS
Project Name/Number: WEB ADVERTISING/WB25345ST

Disposition

Disposition Date: 11/17/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-127821159 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50258

Company Tracking Number: WB25345ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010

Product Name: GROUP MEDICARE SUPPLEMENT PLANS

Project Name/Number: WEB ADVERTISING/WB25345ST

| Schedule | Schedule Item | Schedule Item Status | Public Access |
|---------------------|---------------|----------------------|---------------|
| Supporting Document | SOV | Filed-Closed | Yes |
| Form | WEB PAGE | Filed-Closed | Yes |
| Form | WEB PAGE | Filed-Closed | Yes |
| Form | WEB PAGE | Filed-Closed | Yes |
| Form | WEB PAGE | Filed-Closed | Yes |
| Form | WEB PAGE | Filed-Closed | Yes |
| Form | WEB PAGE | Filed-Closed | Yes |
| Form | eBRC PAGE | Filed-Closed | Yes |
| Form | eBRC PAGE | Filed-Closed | Yes |

SERFF Tracking Number: UHLC-127821159 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50258

Company Tracking Number: WB25345ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010

Product Name: GROUP MEDICARE SUPPLEMENT PLANS


Project Name/Number: WEB ADVERTISING/WB25345ST

Form Schedule

Lead Form Number: WB25345ST

| Schedule Item | Form Number | Form Type | Form Name | Action | Action Specific Data | Readability | Attachment |
|----------------------------|---------------|-------------|-----------|---------|----------------------|-------------|---------------|
| Status | | | | | | | |
| Filed-Closed 11/17/2011 | WB25345S T | Advertising | WEB PAGE | Initial | | 45.000 | WB25345ST.pdf |
| Filed-Closed 11/17/2011 | WB25346S T | Advertising | WEB PAGE | Initial | | 45.000 | WB25346ST.pdf |
| Filed-Closed 11/17/2011 | WB25347S T | Advertising | WEB PAGE | Initial | | 45.000 | WB25347ST.pdf |
| Filed-Closed 11/17/2011 | WB25348S T | Advertising | WEB PAGE | Initial | | 45.000 | WB25348ST.pdf |
| Filed-Closed 11/17/2011 | WB25349S T | Advertising | WEB PAGE | Initial | | 45.000 | WB25349ST.pdf |
| Filed-Closed 11/17/2011 | WB25350S T | Advertising | WEB PAGE | Initial | | 45.000 | WB25350ST.pdf |
| Filed-Closed 11/17/2011 | WB25351S T | Advertising | eBRC PAGE | Initial | | 45.000 | WB25351ST.pdf |
| Filed-Closed 11/17/2011 | WB25353S T | Advertising | eBRC PAGE | Initial | | 45.000 | WB25353ST.pdf |

FRAME 1




I test the waters
before I jump in

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

WB25345ST

FRAME 2



Once I'm in, I'm in for
the long haul | GO LONG™

In some states, plans may be available to persons eligible for Medicare due to disability. AARP is not the insurer.

WB25345ST


FRAME 3

9 out of 10 plan holders surveyed
would renew their plan.*

Get a free look.

GO LONG >

* GfK Custom Research NA, "Medicare Supplement Plan Satisfaction Posted Questionnaire," 9/14/10, www.uhcmedsupstats.com



Medicare Supplement Plans
insured by **UnitedHealthcare**
Insurance Company

WB25345ST

FRAME 1



Sure I choose my friends carefully

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

WB25346ST

FRAME 2



But I can never have too many | GO LONG™

In some states, plans may be available to persons eligible for Medicare due to disability. AARP is not the insurer.

WB25346ST

FRAME 3

Medicare supplement insurance with more than 2.9 million plan holders.*

Plus you.

GO LONG >


*infogroup/ORC, "Substantiation of Advertising Claims Concerning AARP Medicare Supplement Insurance Plans," December, 2010, www.uhcmedsupstats.com

 Medicare Supplement Plans

insured by **UnitedHealthcare Insurance Company**


WB25346ST

FRAME 1



When I choose a lane,
I stick with it

LEARN MORE >

 Medicare Supplement Plans
insured by UnitedHealthcare Insurance Company

WB25347ST

FRAME 2



The same goes for my
choice of doctors | GO LONG™

LEARN MORE >

 Medicare Supplement Plans
insured by UnitedHealthcare Insurance Company

WB25347ST

FRAME 3

Medicare supplement
insurance plans let you keep
any doctor who accepts
Medicare patients.

LEARN MORE >

 Medicare Supplement Plans
insured by UnitedHealthcare Insurance Company

WB25347ST


FRAME 4

Find out more with your
free Decision Guide.

[Click below or
call 1-XXX-XXX-XXXX]

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program. In some states, plans may be available to persons eligible for Medicare due to disability. AARP is not the insurer.

LEARN MORE >

 Medicare Supplement Plans
insured by UnitedHealthcare Insurance Company

WB25347ST

FRAME 1



I don't work with just anyone

LEARN MORE >

 Medicare Supplement Plans
insured by UnitedHealthcare
Insurance Company

WB25348ST

FRAME 2



Or just any doctor | GO LONG™

LEARN MORE >


 Medicare Supplement Plans
insured by UnitedHealthcare
Insurance Company

WB25348ST

FRAME 3

Medicare supplement
plans have no networks
and do not require
referrals to see specialists.

LEARN MORE >

 Medicare Supplement Plans
insured by UnitedHealthcare
Insurance Company

WB25348ST

FRAME 4

Find out more with your
free Decision Guide.

[Click below or
call 1-XXX-XXX-XXXX]

**Not connected with or endorsed by the U.S. Government or the
Federal Medicare Program.** In some states, plans may be available to
persons eligible for Medicare due to disability. AARP is not the insurer.

LEARN MORE >

 Medicare Supplement Plans
insured by UnitedHealthcare
Insurance Company

WB25348ST

FRAME 1



Family is the spice of life

FREE INFO >

 Medicare Supplement Plans
insured by  Insurance Company

WB25349ST

FRAME 2



And variety is the
secret ingredient | GO LONG™

FREE INFO >

 Medicare Supplement Plans
insured by  Insurance Company

WB25349ST

FRAME 3

Choose from a variety of
plans to meet your needs –
now and for years to come.

FREE INFO >

 Medicare Supplement Plans
insured by  Insurance Company

WB25349ST



FRAME 4

Find out more with your
free Decision Guide.

[Click below or
call 1-XXX-XXX-XXXX]

Not connected with or endorsed by the U.S. Government or the
Federal Medicare Program. In some states, plans may be available to
persons eligible for Medicare due to disability. AARP is not the insurer.

FREE INFO >

 Medicare Supplement Plans
insured by  Insurance Company

WB25349ST

FRAME 1



I've never been the kind
to ask for help

FREE INFO >

 Medicare Supplement Plans
insured by  Insurance Company

WB25350ST

FRAME 2



But it's nice to know it's
there if I do | GO LONG™

FREE INFO >



 Medicare Supplement Plans
insured by  Insurance Company

WB25350ST

FRAME 3

All Medicare supplement
plans help cover some of the
out-of-pocket costs not paid
by Medicare.

FREE INFO >

 Medicare Supplement Plans
insured by  Insurance Company

WB25350ST



FRAME 4

Find out more with your
free Decision Guide.

[Click below or
call 1-XXX-XXX-XXXX]

Not connected with or endorsed by the U.S. Government or the
Federal Medicare Program. In some states, plans may be available to
persons eligible for Medicare due to disability. AARP is not the insurer.

FREE INFO >

 Medicare Supplement Plans
insured by  Insurance Company

WB25350ST

I don't make snap decisions
I make informed ones | GO LONG

Like all Medicare supplement plans, an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, helps pay for some of the out-of-pocket costs not covered by Medicare. Here's what you get with any Medicare supplement plan:

- The freedom to choose.

Medicare supplement plans offer your choice of any doctor, hospital and specialist that accepts Medicare patients. And, you don't need a referral to see a specialist.
- Guaranteed coverage for life.

Your plan will never be canceled, even if your health needs change.*

Get your free Decision Guide.

Simply fill out the short form below to share a little about yourself. You'll receive a free Decision Guide with complete plan details and benefits information, and an application for AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.

* Required

First Name * Last Name *

Street Address *

Street Address
LINE 2

City * State * Zip *

Email Address

By providing your email address, you are agreeing to receive product information

Date of Birth *
MM / DD / YYYY

Medicare Part B Effective Date * ?

AARP Membership Number (optional) ?

SUBMIT >

*As long as you pay your premiums when due and you do not make any material misrepresentation when you apply for this plan.

AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company. UnitedHealthcare Insurance Company pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP and its affiliates are not insurers.

AARP does not employ or endorse agents, brokers or producers.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents.) Policy form No. GRP 79171 GPS-1 (G-36000-4). In some states plans may be available to persons eligible for Medicare by reason of disability.

Not connected with or endorsed by the U.S. Government or the federal Medicare program.

This is a solicitation of insurance. A licensed insurance agent/producer may contact you.

Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

I don't make
snap decisions
I make informed ones | **GO LONG**

Thank You

Your request for a free Decision Guide has been submitted. You should receive the requested information by mail within 10-14 days.

If you have any questions, please call toll-free [X-XXX-XXX-XXXX] (TTY:711)

Like all Medicare supplement plans, an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, helps pay for some of the out-of-pocket costs not covered by Medicare. Here's what you get with any Medicare supplement plan:

— **The freedom to choose.**

Medicare supplement plans offer your choice of any doctor, hospital and specialist that accepts Medicare patients. And, you don't need a referral to see a specialist.

— **Guaranteed coverage for life.**

Your plan will never be canceled, even if your health needs change.*

*As long as you pay your premiums when due and you do not make any material misrepresentation when you apply for this plan.

AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company. UnitedHealthcare Insurance Company pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP and its affiliates are not insurers.

AARP does not employ or endorse agents, brokers or producers.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents.) Policy form No. GRP 79171 GPS-1 (G-36000-4). In some states plans may be available to persons eligible for Medicare by reason of disability.

Not connected with or endorsed by the U.S. Government or the federal Medicare program.

This is a solicitation of insurance. A licensed insurance agent/producer may contact you.

Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

| | | | |
|---------------------------------|--|-------------------------------|------------------------------|
| <i>SERFF Tracking Number:</i> | <i>UHLC-127821159</i> | <i>State:</i> | <i>Arkansas</i> |
| <i>Filing Company:</i> | <i>UnitedHealthcare Insurance Company</i> | <i>State Tracking Number:</i> | <i>50258</i> |
| <i>Company Tracking Number:</i> | <i>WB25345ST</i> | | |
| <i>TOI:</i> | <i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i> | | <i>MS08G.001 Plan A 2010</i> |
| | <i>Plans 2010</i> | | |
| <i>Product Name:</i> | <i>GROUP MEDICARE SUPPLEMENT PLANS</i> | | |
| <i>Project Name/Number:</i> | <i>WEB ADVERTISING/WB25345ST</i> | | |

Supporting Document Schedules

| | | |
|--------------------------|---------------------|---------------|
| | Item Status: | Status |
| Satisfied - Item: | | |
| | SOV | |
| Comments: | | |
| Attachments: | | |
| sov WB25347ST.pdf | | |
| sov WB25351ST.pdf | | |
| | Filed-Closed | Date: |
| | | 11/17/2011 |

WB25347ST, WB25348ST, WB25349ST, WB25350ST,

Variable Information

Description

[Click below or call 1-XXX-XXX-XXXX]

This info may or may not appear based on where/when the ad is used. When used the phone # will change allowing us to track the success of the ad or media channel (i.e. # of people who call to request more info.)

SOV WB25347ST

| WB25351ST, WB25353ST | |
|----------------------|--|
| Variable Information | Description |
| [X-XXX-XXX-XXXX] | The phone # will change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info). |
| | |
| SOV WB25352ST | |